

Working with the Media: Media Essentials

Sample Letter to Accompany Print PSA

Place on Municipal Letterhead

DATE

NAME
COMPANY
ADDRESS
CITY, STATE ZIP CODE

Dear NAME:

On behalf of the community of (NAME), enclosed please find a Recycling Recognition PSA for your newspaper.

This PSA is part of a statewide effort to educate residents of (NAME) and the Commonwealth about the importance of recycling and waste reduction. The community of (NAME) will also be targeting residents through PSAs on our local cable access channel, press outreach, and (LIST COMMUNITY SPECIFIC TOOL KIT ITEMS HERE).

Did you know that if all morning newspapers were recycled 41,000 trees would be saved each day? As a newspaper company and community stakeholder, we hope that you will help us in our recycling effort by running the enclosed PSA. I have also included some generic recycling PSAs and the logo. I hope that you will consider running these PSAs as “filler” in your newspaper. This will demonstrate to your readers your commitment to the environment

Thank you for your consideration, and please feel free to contact me directly with any questions at (PHONE NUMBER).

Sincerely,

NAME
TITLE, DEPARTMENT